

## The Strategic Plan 2014 – 2016

## Goal #1 – Engage to Enable IT to Become a Partner of Choice

*Obj. 1 - Collect business goals, integrate strategy*

*Obj. 2 - Establish a repetitive process that keeps the business and IT aligned*

*Obj. 3 - Provide enterprise applications that empower the business*

*Obj. 4 - Research new and emerging capabilities for insertion into the business*

*Obj. 5 - Manage data as an asset for information-based decision-making*

*Obj. 6 - Develop mobile-ready, highly functional web-based, accessible environments*



The alignment of business and IT is a top priority for the City of Houston. Alignment is defined as the appropriate and timely application of IT in harmony with business objectives, strategies, and requirements<sup>1</sup>. The City of Houston has very clear lines of business (departments) with very clear business deliverables. In addition to providing individual unique technology support for the different businesses, there is a need to provide citywide synergies for underlying similar or interrelated technologies for increased value for the whole.

We will relentlessly strive to leverage technology solutions to meet business objectives. A successful technology integration strategy incorporates IT systems that enable new services, reduce or avoid costs and risks, and increase business productivity. As technology evolves, new capabilities to automate, streamline, and accelerate business processes may be inserted into the organization via improved communication mechanisms, mobile devices, and enhanced accessibility of critical information.

Data is a key asset for the City of Houston and its citizens. We will strive to create a data-driven city by turning data into valuable information. By doing this we will provide our leadership and the citizens they serve with the tools to make relevant decisions. Enterprise Data management will enable the use of key technologies such as business intelligence, location analytics, data warehouses and big data.

Enterprise Applications, such as GIS,<sup>2</sup> will continue to develop and support location services and business applications (such as the Houston Plat Tracker) across all City departments and will bring apps and maps for smarter and simpler analysis to all users across the City, both internal and public, via the MyCity portal – at [Mycity.houstontx.gov](http://Mycity.houstontx.gov).

Mobile devices continue to grow in popularity, both in the public and with City employees. As more and more business processes leverage mobile devices, City information sources such as intranet portals and the public [www.houstontx.gov](http://www.houstontx.gov) site must be optimized to provide an excellent user experience across many screen sizes and interfaces. Through implementation of Content Management Solutions, we will provide a framework that automates the upgrading of tens of thousands of web pages to a new design that is responsive to any device while also minimizing ongoing support costs.

<sup>1</sup> Sarhandi et al., 2011

<sup>2</sup> Geographical Information Systems